

Message Text

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BEWT FOR DOWNEY

E.O. 11652: N/A

TAGS: BEXP, EEWT, XR, AU

SUBJECT: EAST-WEST TRADE INFORMATION BULLETIN

REF: STATE 165775 DATED JULY 15, 1975

1. I HAVE FOLLOWED WITH INTEREST AND A GREAT DEAL OF SATISFACTION THE SURVEY OF SUBSCRIBERS TO THE EAST-WEST TRADE INFORMATION BULLETIN. AS WASHINGTON IS AWARE, THE BULLETIN WAS FIRST PUBLISHED BY EMBASSY VIENNA OVER FIVE YEARS AGO AND ITS SUCCESS WAS ONE OF SEVERAL FACTORS IN THE DECISION TO ESTABLISH AN EAST-WEST TRADE FACILITY IN VIENNA. STARTING MODESTLY WITH MEAGER RESOURCES, THE EMBASSY ECONOMIC/COMMERCIAL SECTION BUILT UP A GOOD READERSHIP FOR THE BULLETIN IN VIENNA WHICH BECAME THE CORE OF THE EXPANDED PUBLICATION AFTER USDOC SET UP THE EAST-WEST TRADE CENTER IN 1973. AT THAT TIME USDOC FIELD OFFICES AND A NUMBER OF OTHER USDOC AND OTHER USG OFFICES WERE ADDED TO THE LIST. ALL VISITORS TO THE CENTER WHO EXPRESSED INTEREST WERE ALSO ADDED AS SUBSCRIBERS ALONG WITH THOSE WHO WROTE LETTERS ASKING FOR GENERAL INFORMATION ABOUT EAST-WEST TRADE. BEWT ADDED OTHER NAMES. IN THREE YEARS THE LIST GREW TO 1500, DIVIDED ABOUT EQUALLY BETWEEN EUROPEAN AND STATESIDE "SUBSCRIBERS" (THE BULLETIN IS ACTUALLY DISTRIBUTED FREE OF CHARGE). MANY SUBSCRIBERS ENGAGED

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IN EAST-WEST TRADE HAVE SAID THEY REGARD THE BULLETIN

AS A VALUABLE SOURCE OF INFORMATION WHICH THEY USE IN THEIR BUSINESS.

2. IN VIEW OF THIS EXPERIENCE I WAS SURPRISED TO HEAR LAST WINTER THAT USDOC (OFFICE OF EAST-WEST TRADE DEVELOPMENT) WAS CONSIDERING ELIMINATING THE BULLETIN. EMBASSY VIENNA HAD NOT BEEN CONSULTED, AND NO REASON WAS GIVEN. THE DEPARTMENT SUGGESTED A READERSHIP SURVEY, AND I WELCOMED IT AS AN OPPORTUNITY TO TRIM THE LIST OF SUBSCRIBERS BACK TO THOSE SERIOUSLY ENGAGED IN EAST-WEST TRADE.

3. I DO NOT KNOW WHAT RESPONSE ONE WOULD EXPECT FROM A SIMILAR SURVEY IN COMMERCIAL PUBLISHING BUT I FOUND OUR RESULTS FAVORABLE. FOR EXAMPLE, AS OF JULY 1 30 PERCENT OF THE SUBSCRIBERS HAVE RESPONDED, WHICH IS NOTABLE WHEN ONE CONSIDERS THAT BEWT FORMULATED THE QUESTIONNAIRE SO THAT THE READER HAS THE IMPRESSION HE WOULD BE ASKED TO PAY FOR THE BULLETIN IN THE FUTURE. THE FACT THAT PEOPLE WERE PLACED ON THE LIST IN THE FIRST PLACE ON A RATHER UNSELECTIVE BASIS WOULD ALSO LEAD ONE TO EXPECT THAT MANY MIGHT NOT RESPOND. OF THOSE WHO RESPONDED, 82 PERCENT SAID THEY WOULD BE WILLING TO PAY FOR A SUBSCRIPTION TO THE BULLETIN WHICH IS AGAIN NOTABLE. RESPONSES WERE PARTICULARLY STRONG FROM THE UNITED STATES, THE PRIMARY TARGET GROUP OF USG EAST-WEST TRADE PROMOTION EFFORTS. THE SUBSCRIPTION LIST WAS CUT BACK TO 450 WITH THE APRIL ISSUE, AND 95 HAVE BEEN ADDED SINCE APRIL IN RESPONSE TO THEIR REQUEST. ABOUT 100 ADDITIONAL COPIES GO TO USG AGENCIES SUCH AS STATE, EMBASSIES, USDOC AND ITS DO'S. ASSUMING ONE READER PER USG SUBSCRIBER, THERE ARE 1950 READERS OF THE BULLETIN.

4. IN 1975 THE EAST-WEST TRADE CENTER WAS REORGANIZED. IN DISCUSSIONS WITH OSDOC REPRESENTATIVES AT THE TIME, THERE WAS AGREEMENT THAT THE NEW EAST-WEST TRADE DEVELOPMENT OFFICE WOULD CONTINUE THE BULLETIN. MY EFFORTS AND THOSE OF THE EMBASSY/EWTDO TO EXPLAIN THE REORGANIZATION OF THE EWTC/WETDO TO AUSTRIAN LIMITED OFFICIAL USE

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GOVERNMENT AND THE EAST-WEST TRADING COMMUNITY HAVE STRESSED THAT ALL OF ITS FUNCTIONS WOULD BE CONTINUED EXCEPT FOR EXHIBITS AND MARKET RESEARCH. RELYING ON THE ASSURANCES I HAD RECEIVED, I HAVE EMPHASIZED THAT PUBLICATION OF THE BULLETIN WOULD CONTINUE.

5. IN VIEW OF THE FAVORABLE RESPONSE TO THE QUESTIONNAIRE, I URGE THAT ANY DECISION AFFECTING THE

FUTURE OF THE EAST-WEST TRADE INFORMATION BULLETIN BE
VERY CAREFULLY CONSIDERED AND, SINCE I AM PERSONALLY
INVOLVED I WISH TO BE FULLY CONSULTED IN THE DECISION
MAKING PROCESS. BUCHANAN

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